

A method for creating a push mechanism in a digital communication system comprises the following steps:

- 5 creating a graphical object having associated therewith timing and positioning information, wherein the timing information is provided as a time stamp in an elementary stream of digital information, executing a first software application associated with the
- 10 graphical object, wherein the first software application working in response to a predetermined event connected to the positioning information associated with the graphical object, and launching a second software application by means of the first
- 15 software application in response to the predetermined event. With the method, both synchronization and interaction are achieved in a communication system, such as a system complying with the DVB standard.

20 (FIG. 3)